

1 **Abstract of the Invention**

2 The present invention provides a system and method for
3 fundraising and marketing including the steps of contacting at
4 least one merchant/vendor to obtain merchandise and service
5 discounts and offers and receiving advertising content relating
6 thereto. The advertising content is converted and organized into
7 electronic format advertising, and the electronic format
8 advertising is then transferred and stored on portable electronic
9 format advertising storage media such as a credit card CD-ROM. The
10 portable electronic format advertising storage media is then
11 provided to fundraisers and the fundraisers then distribute it to
12 purchasers whereby funds are raised. The purchasers then view the
13 electronic format advertising on the portable electronic format
14 advertising storage media via a computer system to obtain
15 information on the merchandise and service discounts and offers.
16 Finally, the merchandise and service discounts and offers are
17 redeemed by the purchasers via display of the portable electronic
18 format advertising storage media to the merchant/vendors.